

## Initial Information Data Sheet

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### Inventor Information

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### **Correspondence Information**

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### **Application Information**

Title Line One:: Methods of Marketing a Mass Consumer Product  
Title Line Two::  
Total Drawing Sheets:: 6  
Formal Drawings?:: Yes  
Application Type:: Utility  
Docket Number:: 05725.1178-00000

### **Representative Information**

Representative Customer Number:: 22,852

### **Prior U.S. Application**

U.S. Provisional Application:: 60/433,789  
Filing Date:: December 17, 2002  
Country:: United States  
Priority Claimed:: Yes